



**WCFC Meeting**

**February 12, 2014**

**Room 537, Natural Resources Building**

**1111 Washington St. SE**

**Olympia, Washington 98504**

**Members Attending:** Joe Scorcio, Chair; Sheila Gray, Vice Chair; Lisa Ciecko; Brian Cramer; Garth Davis; Cindy Deffe; Ara Erickson; Dave Erickson; Leif Fixen; Terry Flatley; Linden Lampman; Micki McNaughton; Dave Nelson; Sandy Salisbury; Kathy Sheehan

**Absent:** Jim Freed; Kathy Wolf

**Guests:** Aaron Everett, State Forester; Mary Verner, Deputy Supervisor, Resource Protection & Administration; Sarah Foster, Assistant Division Manager, Fire Prevention/Camps/UCF; Juli Harwig, WSDOT; Janet Pearce, ; Nicki Eisfeldt, Urban & Community Forestry; Ben Thompson, Urban & Community Forestry

**Meeting Convened:** 8:55am. Called to order by Joe S. Introductions were tabled until Ms. Verner and Mr. Everett arrived.

**Welcome:** Sarah Foster welcomed the Council to the Natural Resources Building and gave updates concerning recent DNR leadership changes. Ms. Foster introduced Ben Thompson, newly hired as the Urban Forestry Specialist for the DNR Urban & Community Forestry Program. Ben returns to DNR after several years away, acquiring a Master's Degree at University of Florida and working as an Urban Forester for the City of Falls Church, Virginia.

Roundtable introductions occurred after Ms. Verner and Mr. Everett joined the meeting.

Mr. Everett asked the Council about their strategic efforts and what the Council sees as a possible focus for the coming year.

Ms. Verner invited discussion from the Council about how the Agency and the Council can work together toward identified objectives while supporting each other's goals. She offered information about her background in Spokane on City Council and her support of urban forestry in the Spokane area. Ms. Verner worked with Garth Davis toward strategic support and enhancement of Spokane's urban forestry program, which fostered a deep appreciation of what urban forestry is and what it can do for communities. Of particular interest are the effects of climate change, and insect and disease outbreaks.

Both Ms. Verner and Mr. Everett support Urban and Community Forestry on DNR Executive Team.

1 Joe S. said that the Council’s workplan currently focused on developing a TCUSA outreach program. Joe  
2 asked Council members to describe the work that the Council is embarked upon and the direction it is  
3 headed.

4 Lisa Ciecko described the TCUSA outreach program and its development over the last several Council  
5 meetings. A particular outreach effort is focused on lapsed communities and communities that have all  
6 the prerequisites but haven’t “tipped over” to TCUSA yet. Linden Lampman said that the outreach  
7 partnership with the Council is important in order to bring those on board, particularly as US Forest  
8 Service funding is strongly correlated to community assistance.

9 Garth D. brought up Council’s proposed discussion about a state-level arborist certification program. Mr.  
10 Everett responded that he could see the need, but believed that at this time, there was very little  
11 political will to support such regulation. He questioned how arborist certification at the state level fits  
12 within state-wide priorities such as Forest Practices as well as higher level priorities and the relevancy to  
13 local urban forestry programming. How might it support re-introduction of the Evergreen Communities  
14 Act? He offered as an alternative the example of the State of Maryland and their focus on the  
15 connection between urban forestry and water quality in Chesapeake Bay. A better fit with state  
16 priorities might be for the Council to meet with Ecology to discuss how cities might meet stormwater  
17 management benchmarks through the use of well-managed trees.

18 Mr. Everett further asked what issue most/best galvanizes local governments around urban forestry.

19 Joe S. said that the strength of TCUSA is making more cities aware of tree management and its impacts  
20 on communities. Linking trees and urban forestry to stormwater management allows a community to  
21 tap into Public Works resources. Parks staff struggle with low budgets and minimal staff. Tussles for  
22 scarce staff and budget resources continue between the built and green infrastructures. Council has  
23 opportunities to bridge identified gaps, but DNR will continue to take the lead and support that work.

24 Mr. Everett offered to bring Maryland resources (State Forester and other state agencies) to  
25 Washington to open the conversation about how Maryland has successfully linked urban forestry and  
26 water quality in Chesapeake Bay, and how Washington might use that success as a template for Puget  
27 Sound and Columbia River water quality work. Such a symposium would be open for anyone to  
28 participate.

29 Lisa C. mentioned the Urban Waters Federal Partnership in the Green-Duwamish watershed as another  
30 example of a link being forged between urban forestry and water quality.

31 Ara E. commented that some communities have been very successful in linking trees and stormwater  
32 management; individual decision-makers need to make those calls and be supported. Green  
33 partnerships, concrete actions, Council and DNR participation are critical in sponsoring and informing  
34 those conversations. She also remarked that many non-profit partners are not getting state-wide  
35 attention because they work at the local level, and asked what the appropriate levels of interaction are  
36 between non-profits and state agencies. How can those non-profit efforts be leveraged? The UCF  
37 Program seems to be focused on street trees, technical assistance, and TCUSA; perhaps the Program  
38 could shift its focus to a more state-wide picture instead of focusing on individual jurisdictions.  
39 Coordination and cooperation at all levels is critically important. Excellent work by local non-profits and  
40 local communities needs to be incorporated and spread state-wide.

1 Mr. Everett said that TCUSA is a great way to ‘capture’ communities and a good way to keep urban  
2 forestry highly visible. The issue, however, is program capacity at both the state and local levels. Public  
3 interest and political will must come together to build program capacity.

4 Linden L. said that several watershed-level projects have begun that are aligned with the State’s Forest  
5 Action Plan: the Intertwine Alliance in the Portland/Vancouver area and the Puyallup Watershed  
6 Initiative sponsored by the Russell Family Foundation are good examples of regional work moving  
7 forward.

8 Leif F. said that there are two issues at stake: adding value to urban trees and justifying costs.  
9 Stormwater management is one key to integrating urban tree maintenance and management into  
10 community plans and budgets. As an example, Massachusetts State law protects shade trees state-wide.

11 Sarah F. said that the East Coast has a long history of Tree Wardens and protective laws on the books;  
12 there’s a lot of room for growth in this regard in Washington State.

13 Joe S. said that a root cause is that the County provides streets and infrastructure for many new  
14 developments, cities merely inherit the wasteland; we must go back to the counties.

15 Terry F. remarked that Comprehensive Plans are important in the course of daily municipal work. It  
16 would be helpful if there was enabling legislation that ties it all together; local staff could fall back on  
17 that. He suggested that urban forestry elements should be an essential part of Comprehensive Plan  
18 update work.

19 Garth D. asked if there is a link to Ecology through the Evergreen Communities Act or elsewhere outside  
20 that. Mr. Everett was not sure what would be most effective; positive initiatives that Ecology can tie into  
21 would be a great opportunity for that agency; this is a good time to partner with them, as the current  
22 Director, Maia Bellon, is open to good suggestions.

23 Sarah F. said that figuring out the next steps to build rather than creating new ideas will be more  
24 efficient and effective.

25 Joe S. offered the Urban Forestry Restoration Project as an example of “boots on the ground”: an  
26 excellent outreach tool. Unfortunately, the Legislature is focused on NEW, rather than reinforcing the  
27 successes of existing programs.

28 Mr. Everett agreed that the challenge is marketing; we need to discover how to regularly make it new  
29 again. Ara E. asked if the Council could commit to figuring out a new idea every couple years. What do  
30 our stakeholders want? What would they actually use? A state-wide assessment of what people need or  
31 care about would be valuable. Then determine what the agency’s task and approach is, switching from  
32 grant funding to programs.

33 Mr. Everett indicated that until the State can figure out what to do about the big-ticket issues facing it,  
34 there will be no real funding discussion; the General Fund is stagnant.

35 Lisa C. said that it appears that stormwater modeling does not exist; Ecology does not incorporate  
36 research into their permitting requirements.

1 Mr. Everett reiterated that it is a good time to partner with Ecology, although the mechanics will be very  
2 complicated.

3 Ms. Verner said that the Council must decide where to put its energy:

- 4 • Jobs Bill funding for UFRP
- 5 • Marketing/communications
- 6 • Recruitment & retention of TCUSA
- 7 • Statutory & regulatory – Commerce/Growth Management Act
- 8 • FOCUS: Topical? Regional? Broad range? Tight focus?

9 She recommended that the Council make use of Mr. Everett's Legislative "reality check".

10 Joe S. described a few of the new initiatives that the Council is embarked upon that may be useful along  
11 these lines:

- 12 • June 2014 - joint meeting with Oregon Community Trees (comparable organization to  
13 WCFC in Oregon)
- 14 • APA meeting in Seattle in April 2015 – Tigard OR planning award; there will be lots of  
15 focus on UF

16 Mr. Everett suggested that the Council help agencies understand the barriers to programmatic or  
17 systematic adoption of UF principles. He will start the conversation with Maryland resources toward  
18 sharing information about linking urban forestry and stormwater management with Washington State  
19 decision-makers.

20 Sandy S. said that StormCon (The North American Surface Water Quality Conference & Exposition) is at  
21 the Oregon Convention Center in Portland, Oregon, August 3-7, 2014.

22 Micki M. added that there are other conference opportunities to get urban forestry in front of decision-  
23 makers as well:

- 24 • Infrastructure Assistance Coordination Council (IACC) – October 2014
- 25 • Planning Association of Washington (PAW) – April 2014
- 26 • Pacific Northwest Chapter of the International Society of Arboriculture (PNW-ISA) – September  
27 2014

28  
29 Mr. Everett asked us to define our target audience. Joe S. responded that all these professions are linked  
30 together and influence urban forestry.

31 Mr. Everett recommended an "official" stormwater/water quality initiative for a period of time, give it a  
32 gestation time, then hit it with a big invite for the Maryland delegation, inviting Maryland state  
33 counterparts to DNR, EPA, Ecology, State Forester, etc. He is willing to reach out to Maryland State  
34 officials in his capacity as Washington State Forester and help make this happen.

35 Ben T. added that there are EPA requirements that may assist in messaging about trees and stormwater.

36 Lisa C. added that local governments need to recognize the full range of stormwater management  
37 opportunities related to trees.

1 Joe S. thanked Ms. Verner and Mr. Everett for sharing their time and expertise, and lending their  
2 knowledge to the discussions.

3 Ms. Verner and Mr. Everett left the meeting at 10:05am.

4 BREAK – 10:05am

5 RECONVENE – 10:17pm

6 The Urban Forest Stewardship Award presentation will occur in the Atrium of the Natural Resources  
7 Building at 12:30pm today.

8 Joe S. invited the Council to describe what the Council learned from this morning’s conversations with  
9 Ms. Verner and Mr. Everett.

10 Terry F. asked what the future of the Evergreen Communities Act was.

11 Ben T. advocated taking advantage of Aaron’s offer; a symposium of this type will need to be related to  
12 stormwater management and water quality. Ben’s question to Council: is stormwater management the  
13 issue council wants to address?

14 Sandy S. said that stormwater management is the hot big-ticket item right now that drives most design  
15 and regulation work by EPA, Ecology, DNR, and WSDOT.

16 Ara E. reminded the Council that there are many successes that are out there to tie urban forestry into,  
17 both locally and nationally, although not yet a strong tie to public health.

18 Sheila G. said that climate change is too far in the future, too “out there”, too amorphous, too political.

19 Ara E. said that in urban settings, *somebody* is paying for stormwater management, whether it’s a  
20 developer, agency, public, or some other entity; there’s a concrete dollar in there somewhere.

21 Joe S. asked if there were any other issues mentioned that should be captured, such as  
22                   • Advocacy – TCUSA, Jobs Bill (2015-2017)  
23                   • Talking points for focused topics plus assessment after?

24 Leif F. asked if there is a role that the Council can play to raise the awareness of legislators about urban  
25 forestry.

26 Joe S. responded that there is a need for year-round education of legislators.

27 Sarah F. mentioned that the Evergreen Communities Act was approximately 4 – 5 years in the making at  
28 the Legislative level. Remember Aaron’s point about recycling topics so everything looks “new”.

29 Terry F. said that cities have lobbyists; perhaps they could be tapped to assist with educating legislators  
30 about urban forestry issues as they play out on the local scale. A one-page summary of issues and  
31 concerns could be a useful tool.

32 Joe S. now has five items from this morning’s meeting with Mr. Everett and Ms. Verner for further  
33 discussion this afternoon.

November minutes read; motion to approve – Sandy S. Second – Dave N. Motion passed unanimously.

## STAFF REPORTS

### Linden

- Ben's now on the Urban & Community Forestry team as Urban Forestry Specialist and will take on technical assistance, TCUSA, Arbor Day, the grant programs, and other duties as assigned.
- The 2014 grant program is ready to launch. There was an online webinar focused on completing grant applications produced on Monday, February 10. Grants available this year include the Community Forestry Assistance grant (\$100,000); the Public Tree Inventory grant (\$50,000); and the TCUSA Tree Planting grant (\$50,000). We anticipate that inventories will be granted to five communities. The public tree inventory grant program is based on working toward Evergreen Community Act goals. Consistent data is collected on a GIS platform in TreeWorks software. Urban Forestry Inventory Compilation (UFORIC) is a project based on the East Coast which is looking for western states with solid datasets to cooperate. UFORIC requires 10 communities with inventories in a state with consistent data in order to participate as a pilot project.
- Annual reports to US Forest Service are due, and the next challenge after that is the Federal Program Review. Program Reviews are supposed to take place every five years, but Washington State UCF hasn't had one since 2003. This is a review of all State & Private Forestry Programs within DNR. Sarah F. discussed details. A Financial Review is incorporated into the Program Review at the same time. The review will be based here in Olympia for all reviewed programs (not just UCF).
- The Intertwine Alliance is based in the Portland/Vancouver area, cross-Columbia. Both Oregon and Washington UCF Programs are participating in the urban forestry sub-committee as part of a US Forest Service Western Competitive grant.
- Urban Wood Waste Utilization pilot project: Cedar Creek mill is up and running, and the milling and woodworking program has hired a supervisor. Initial pilot project trees will come from Legion Way oak removals in the City of Olympia.
- Linden will meet with the Commissioner of Public Lands on Thursday, February 13, during his open visiting hours. Linden will discuss with Commissioner Goldmark the TCUSA outreach program, Jobs Bill project, and the Council meeting report.
- Technical assistance continues to be available in northwest Washington through Leif Fixen, Snohomish Conservation District; and eastern Washington through Garth Davis, Spokane Conservation District.
- UCF has now participated in several Dept. of Commerce Planners' Forums. These are held quarterly, in four regions of the state: Northwest Washington, Eastern Washington, Southwest Washington and the Olympic Peninsula. Leif has attended the NW Washington Forums, Garth the Eastern Washington, Micki the Southwest Washington and Linden the Olympia Peninsula. These Forums are an excellent opportunity to reach out to the planning community in a strategic fashion.

### Micki

- There are 84 TCUSA communities this year, including two brand-new communities: Puyallup and Pateros. There are 13 communities that qualified for Growth Awards this year.

- UCF presented its first webinar on the new Adobe Connect platform that is hosted by PNW-ISA and shared with Oregon UCF as well as PNW-ISA as part of a USFS technology transfer grant. The webinar discussed the three grant programs funded this year, along with tips for success in application.
- The Urban Forestry Restoration Project crews have worked in nine communities to date, including the Capitol Campus in Olympia. They have been planting street and park trees; structurally pruning young street trees; planting seedling trees in riparian forest corridors and wetlands; and removing invasive plant species that adversely affect urban trees. UCF has received a Western Competitive Grant to fund one crew and one staff person for next year.

Linden L. passed around a sign-up sheet for Council articles for the Tree Link newsletter.

Lisa C. asked if it is possible to share outcomes from the Portland-area Intertwine symposium throughout Washington State.

Linden L. responded that Intertwine is a possible model for regional partnerships among non-profits; she will share outcomes with the Council as they are available.

#### **TCUSA WORK SESSION**

Lisa C. asked Council members to review for ½ hour the tasks they had taken on at the last meeting. We will then wrap up the TCUSA outreach strategy and workplan at this meeting with clear next steps to move forward.

- Garth D. – testimonials
- Garth D. & Micki M. – specific city assignments
- Leif F. – strong benefit bullet points
- Sandy S. – outreach flyer
- Ara E. – assignments

At Lisa's suggestion, the council broke out into groups to critique and edit the flyer. Janet Pearce is the UCF Communications Manager and will take Council's comments and suggestions on the brochure back to Luis.

Janet P. suggested shortening bullet points to make room for the quote from the City of Renton.

Several Council members noted that the WCFC and DNR logos are not on the flyer.

Hardcopy flyers that were marked up by reviewers were passed back to Janet P. so that those revisions can be incorporated into the next iteration of the brochure.

Sandy S. and Sheila G. volunteered to review the next iteration of the flyer. The Council reached consensus on empowering their review.

Ara E. suggested pulling visual elements from the flyer into the webpage to link the two. She also commented that the flyer should direct people to go to the webpage for more information.

David N. suggested a "need help?" or a "it's easy!" before dumping the requirements on smaller towns without any interpretation of what the requirements actually mean for them.

1 Joe S. suggested that the phrase “Easy online application” should be on the flyer.

2 The council expressed the need for a “cheat sheet” on TCUSA requirements and benefits, along with  
3 talking points.

#### 4 **COUNCIL ROUNDTABLE**

5 Lisa C. – Urban Forestry Symposium in Seattle at the Center for Urban Horticulture in Seattle on May 28;  
6 this year’s theme is “Climate Change and the Urban Forest.”

7 Ara D. – She will pursue the Weyerhaeuser volunteer grant this year (2014). The \$1000 grant requires the  
8 company employee to work 32 volunteer hours before November 2014.

9 Micki M. – She has been asked to be the Program Chair for the 2014 PNW-ISA Annual Training  
10 Conference which will be held in Vancouver, Washington, September 28 – October 1.

11 Brian C. – Arbor Day Foundation energy conservation link is now online.

12 Terry F. – Renton has a cottonwood/beaver issue, which is requiring expensive hazardous tree removals  
13 after the beavers have compromised the stability of the cottonwood trees.

14 Sandy S. – The new WSDOT director is supportive of community design, and has redesigned the Main  
15 Street chapter of the Transportation Design manual to include street trees and other amenities. Staff is  
16 now working on updating the sections of the manual dealing with the segments of entry highways  
17 between state highways and main streets. She is working in Spokane on Division St. exit ramps—  
18 engineers have actually suggested that trees are a traffic-calming device!

#### 19 **12:20 –AWARDS CEREMONY** Natural Resources Building Atrium

20 Joe S. and Sheila G. presented the Urban Forestry Stewardship Award to the Friends of Seminary Hill  
21 Natural Area, from Centralia, Washington. Several members of the organization were present. Janet  
22 Pearce took photos of the event.

#### 23 **COUNCIL ROUNDTABLE** - resumed

24 Joe S. – American Planning Association National Conference will be held in Seattle in April 2015;  
25 deadline for presentation proposals is July 2014. There will 5000-6000 participants total, including at  
26 least 1000 Washington attendees. See [www.planning.org](http://www.planning.org) for the Request for Proposals in May 2014. Joe  
27 suggested that the Council might act as moderator for an urban forestry mobile workshop and/or  
28 presentation, a great ‘sponsor’ opportunity. Lisa C. and Leif F. will focus on proposal(s), replicating the  
29 AAG walking workshop by Andrea Mojzak.

30 Leif F. – intrigued by Maryland’s state requirement that projects exceeding 15% impervious surface  
31 require mitigation. He also presented an idea for a ‘circuit-rider’ arboricultural team to assist smaller  
32 cities and towns with urban forestry maintenance tasks.

33 Sheila G. – Presented background of the Friends of Seminary Hill Natural Area, the recipients of this  
34 meeting’s Urban Forestry Stewardship Award. Discussion: Ara E. asked what could be done for award  
35 recipients that makes the award more significant? What do recipients need or want? Can USFS funding  
36 be used for something useful/needed/desirable for the awardee? A menu of useful options as incentive?



1 Micki M. suggested publicity for the group/person, photo & press release. Linden L. responded that  
2 public recognition of the importance of the award would mean more coming from local sources; DNR  
3 could perhaps offer a template for an Award press release. Sheila G. asked if the Friends of Seminary Hill  
4 award could be scanned so that copies of the award certificate could be posted throughout Centralia;  
5 DNR staff suggested that City staff scan the certificate so that the colors of the background paper and  
6 signatures are included. Janet P. will send photos from the award presentation ceremony and a press  
7 release to the President of the Friends of Seminary Hill Natural Area in the next couple days for release  
8 in the Centralia local newspaper. Leif F. asked if it might be possible for the Wood Waste Utilization Pilot  
9 Project to produce certificate frames for the Award; Linden will check into that. Ara E. proposed that  
10 award options be the Council's next workplan topic for discussion: barriers, opportunities, menu of  
11 opportunities, next steps.

12 Kathy S. – Kathy will be involved in the US Forest Service Urban Forestry Program reviews in Oregon,  
13 Alaska and Washington. Washington State's program review will be held March 18 – 20. Butch Blazer,  
14 USDA Deputy Under Secretary for Natural Resources and Environment, recently visited the Pacific  
15 Northwest and toured Washington with Kathy. He is very keen on urban forestry, including research by  
16 people such as Kathy Wolf. Discussion between Mr. Blazer and regional staff revolved around core  
17 issues, staffing levels, etc. Indications from the recently-passed Farm Bill are that the 2014 fiscal year  
18 funding levels are level with the previous year, or slightly higher. Washington Urban & Community  
19 Forestry should be receiving funding through the Western Competitive Grant program for one of its two  
20 proposals; definite word should arrive in late April or early May.

## 21 **TCUSA WORK SESSION** - resumed

22 Discussion:

- 23 1. Outreach
- 24 2. Supporting materials

### 25 **Outreach**

- 26 • Develop assignments for outreach to specific jurisdictions with realistic goals to keep the  
27 motivation to continue moving forward with outreach.
- 28 • Arbor Day is coming soon!! So probably not possible to get much accomplished before the end  
29 of April.

30 Terry F. suggested using the brochure/flyer to get a 'foot in the door.' Ben T. said that last year's UF  
31 survey produced several respondents that actually requested TCUSA information and contact.

### 32 **Action Planning**

33 Ara E. said that each community on the list prepared by Garth should be assigned two people from  
34 Council, to reach out AFTER April. Each Council member should commit to approaching at least one,  
35 preferably two communities each. Ara will host and manage the GoogleDoc spreadsheet, which will  
36 include follow- up information such as contacts or need for TCUSA application assistance. Ara commits  
37 to updating and distributing the GoogleDoc spreadsheet monthly.

1 Joe S. reminded the Council that this contact is to meet with decision-makers; this is not technical  
2 assistance, but rather political outreach, selling the “package”. UCF staff will take over technical  
3 assistance once the connection is made.

4 Lisa C. asked that there be one point person per city within a region.

5 Ben T. reiterated that the TCUSA outreach operates on two levels: first members of the Council go in to  
6 make the contact with decision-makers and build political support; then UCF staff follows-up with  
7 assistance.

8 Joe S. stressed that these contacts should not be a “cold” call, but rather a “warm” call, addressing the  
9 value of trees and TCUSA. Sell them on what they’re already doing!

10 Ben T. ANY contact with a city is going to be of benefit and helpful!

#### 11 **Supporting Materials**

12 Ara E. said that if Council is going to do outreach on behalf of the UCF Program, Council members will  
13 need background on the individual cities that will be approached.

14 Sheila G. suggested that Council shouldn’t go directly to City Council members or decision-makers., but  
15 rather build the relationship, let it bubble up from there.

16 Linden L. said that the greatest success often occurs by calling the City Clerk who will point you to  
17 whomever is in charge of managing or is interested in community trees. UCF staff can provide basics for  
18 each community such as existing ordinances, standards, etc.

19 Ara D. asked if it would be possible to incorporate this basic information into the Google Docs  
20 Spreadsheet.

21 Linden L. indicated that staff can send a list of cities that have TCUSA components: ordinance, tree  
22 board, staff, etc. This was done for the November WCFC meeting, and these communities were defined  
23 as “on the bubble.”

24 Joe S. reminded Council that outreach efforts must be synchronized between Council and UCF Program,  
25 either building on existing outreach or to open the doors to further assistance. Council should approach  
26 prospective TCUSA communities as “knowledgeable outsiders”, not Government staff!

27 Linden L. asked that everyone be sure to list their outreach efforts on the spreadsheet so that those can  
28 be captured as technical assists for Community Accomplishments Recording System (CARS).

29 Brian C. pointed out that the second page of flyer lists current Tree Cities & benefits and proposed  
30 sending the brochure to all cities who AREN’T already participating in TCUSA.

31 Sheila G. asked if an introductory letter had been developed yet?

32 Joe S. stressed that the Council is a political outreach element. Target outreach to communities of  
33 interest sometime between April and September, and bring in at least one city. The strategy has been  
34 developed, now Council needs to be strategic in achieving it: Council extends the invitation through

personal contact and drives the potential community back to UCF staff for assistance. Four resources are available

- Brochure
- Speaking points (internal cheat sheet)
- Letter of introduction template
- Database/spreadsheet listing cities assigned to Council members – incorporating basic data about the four TCUSA standards already achieved by each city

Ben T. will send initial assignments and support materials; Council members will approach their city individually. Council members will report progress in June, with a final report of outreach activities by each Council member at the September meeting.

## **NEW BUSINESS**

1. Joint meeting with Oregon Community Trees and attendance at the June OCT Symposium on June 5
2. 2014 work plan
3. Officer elections

### **Joint meeting with Oregon Community Trees in June**

Propose 1 hour separate, 6 hours combined

#### **WCFC**

Suggestions for the break-out meeting

1. Progress reports on TCUSA outreach

#### **Combined**

Suggestions for joint meeting:

1. Meet with Dr. Ron Mangold, Director of PNW Research Station
2. Kathy Wolf's work with PNW Research Station
3. Report from Kathy Sheehan
4. Understand structure of each organization, how it influences what they do: Board structure, funding
5. Report on OCT success stories, and future projects
6. Find common ground between the two councils
7. OCT agenda items

Linden L. will research the logistics of WCFC members attending the OCT conference, whether conference costs will be reimbursed under USFS rules and whether there is budget to cover those items. Council members will need to know what the out-of-pocket expenses are for the conference along with the joint meeting the next day. Linden will forward the conference link as soon as it comes out, and work with Kristen Ramstad to organize the join meeting with OCT, tentatively scheduled for June 6 at Edgefield Lodge in Troutdale, Oregon. The agenda for the joint portion of the meeting will be developed by the two Council Chairs.

### **2014 work plan/activity outline**

Dave N. and Sandy S. noted that follow-up to develop a seminar/conference featuring expertise shared by Maryland as suggested by Aaron Everett is an important goal; however, it raises questions:

- Who is the target audience?
- What are we trying to convey/what do we want them to take home?
- Logistics: where, when, how

Joe S. interpreted the suggestion as a policy-oriented workshop for Washington State and local agencies that would include policy- and decision-makers.

Lisa C. said that the Council may need a brief background to educate themselves about successful stormwater utility funding; perhaps somebody from Ecology could be tapped to brief Council members?

Garth D. suggested asking a regional Ecology regulator to speak to this at September Council meeting in Spokane.

- Framework of the symposium will revolve around what Maryland is doing and its success stories.

Sandy S. will contact Mark Mauer to discuss possible barriers.

Joe S. asked the Council to commit to a facilitated work session on Thursday evening on June 5 after the OCT Conference to thrash through initial planning details.

Lisa C. suggested that there might be time left over after the joint OCT meeting to hold some discussion.

Leif F. volunteered to lead that work session; Joe S. will assist.

#### **Other Items for Discussion**

Dave E. reminded the Council that we also were going to discuss enhanced awards today. Ara E. suggested that that might be a good joint discussion topic with OCT. Leave this until Council has time to revisit the topic later this year.

Joe S. said that, based on information shared by Mr. Everett at the beginning of the meeting, the discussion about the state licensing/registration of arborists would be tabled until 2015.

#### **Officer Elections**

Nominees:

Chair – Joe Scorcio, Sheila Gray

Vice Chair – Joe Scorcio, Sheila Gray, Dave Erikson

Voting by paper ballot:

Chair – Sheila Gray

Vic chair – Dave Erickson

Work on joint agenda with OCT will remain with Joe S., assisted by Sheila G. and include Dave E. in the conference call.

- 1 Linden L. will email travel reimbursement vouchers to Council members.
- 2 Motion to adjourn: Sandy S. Second: Cindy D. Motion carried unanimously.
- 3 **Meeting adjourned: 3:23pm**
- 4
- 5
- 6
- 7
- 8